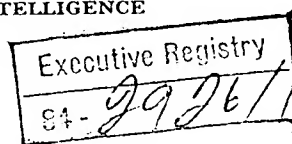


DIRECTOR OF CENTRAL INTELLIGENCE



20 July 1984

MEMORANDUM FOR: Director, Office of Personnel

FROM: DCI

SUBJECT: Proposal



STAT

Is this a good idea?

C

William J. Casey

Attachment:

Memo dated 13 July
from



STAT



L-204A
D-106

CONFIDENTIAL

Executive Registry

84-29260

13 July 1984

MEMORANDUM FOR: William J. Casey
Director of Central Intelligence

FROM :

:

25X1

SUBJECT : Search for Excellence

1. Your request for ideas and comments concerning what our Organization can do to improve its quality of life and its overall effectiveness has brought forth numerous suggestions that you have already implemented. These actions, we all agree, cannot help but make our work place, our environment and our overall end-product even better than it has been.

2. One additional area of concern that I have noticed has to do with communications. As you are probably aware, virtually every company, firm and organization always has trouble with communicating with its employees and getting the word to them. More personnel problems, confrontations and frictions are the result of a lack of - or in many cases a misunderstanding of - communications between offices, sections and personnel. A number of approaches to the problem are taken. One of the most effective, in my estimation, is that implemented at large manufacturers - the publication of a company newspaper on a regular basis.

3. The company paper, provides a wide myriad of information - some of it educational, some of it advisory and some of it just plain chatty. I think a CIA weekly or bi-weekly paper (possibly appropriately titled "The Intelligencer"!) could be of invaluable service to the Organization. Current Employee Bulletin information could be placed in the weekly paper. (I hear over and over the lament that an employee did not see this or that bulletin and wasn't aware of some program, policy, shuttle bus schedule or other routine activity that had been implemented or changed). In addition, notes that various offices now send to their

All portions of this
document are CONFIDENTIAL

25X1

CONFIDENTIAL

CONFIDENTIAL

careerists (OL Newsletter, OP Newsletter, etc.) and explanations on items as diverse as insurance open-season activity, Warner-Wolf legislation and its implications, new training initiatives and courses could be included.

4. The potential for a CIA newspaper is unlimited. A regular column from your office, from the offices of the Deputy Directors and others could be incorporated. News on Agency athletic programs, results, and schedules could be listed. Ads that now appear on the bulletin boards could be part of a classified section. The possibilities go on and on.

5. The talent to put together such an endeavor is here. We have the printing plant, an abundance of editors and writers and the ability to get it done.

6. I am aware that a security consideration may initially bring about a negative reaction to the plan. However, if the paper was given an "Administrative - Internal Use Only" designation as is now done with most Employee Bulletins and if the Agency staff was instructed to handle the paper as if it were classified, the idea would work. Naturally, names (a promotion list, a senior assignment announcement, etc.) would have to be protected in some instances. However, I believe that the idea of an Agency newspaper is one that might work. I further am convinced that in a very short time, its weekly or bi-weekly arrival would be anxiously anticipated. (I base this conviction on the current newsletter I write to field stations in my division and the feedback received.)

7. Whether this proposal is ever adopted or not, I do feel that attention should be placed on how we "pass the word" to our people. Maybe, after review, a determination will be made that our present system is the best available. However, I think there is room for improvement and any step taken to do so, would be appreciated by all.

8. I thank you for the opportunity to pass along my idea.



25X1

CONFIDENTIAL